

Top Suggested Actions for the Town

To Do:

1. Design & implement way-finding signage system including kiosks with map and business directory and design elements that unify the downtown.
2. Make improvements to Hammatt Street Parking lot, reach operating agreement, redesign entrances, layout and add landscaping.
3. Evaluate the feasibility of developing a MA Cultural District that could provide coordination of cultural attractions and event programming with downtown in a way supports local economic development.

To Explore:

Look for opportunities to increase commercial density and investigate options to encourage concentration of retail & restaurants.

Top Suggested Actions for Businesses

To Do:

1. Go to google maps, make sure business shows up, verify the info is accurate and add photos.
2. Post business hours on store fronts and on websites/Internet and keep regular hours.
3. Do something to make business look more open and inviting to customers (more transparency, displays, freshen storefront, etc.)

To Explore:

Test the waters to see if there is sufficient interest in having an organization/task force dedicated to downtown and, if so, explore options (including Ipswich Partnership).